

**Riverside General Plan Program
Arts Subcommittee**

**Meeting #2 Minutes
Monday, July 14, 2003
Riverside Art Museum
3425 Mission Inn Avenue, Riverside**

On Monday, July 14, 2003, the Riverside General Plan Arts Subcommittee held its second meeting. The meeting was led by City Planning Department staff and The Arroyo Group (members of the CBA consultant team). The following people were in attendance:

Arts Subcommittee Members:

Jeffrey Kaatz, La Sierra University
Damon Castillo, County Deputy Superintendent
Kathy Wright, Alvord Unified School District
Tom Powell, Art Museum
Bob Stein, Municipal Auditorium
Mark Schooley, Riverside Community Arts Association
Kathy Dillon, Artist
Steve Kester, Raincross Chorale
Colleen J. McBride, Riverside Arts Council
Vince Moses, Museum Director
Glenda Carhart, Artistic Director
Matt Webb

City Planning Staff:

Craig Aaron
Diane Jenkins
Patricia Brenes

The Arroyo Group:

Larry Morrison
Jean D'Agostino

As the first order of business, Colleen McBride was elected chairperson of the Arts Subcommittee and Tom Powell as vice chairperson. The minutes of the May 19, 2003 Arts Subcommittee meeting were approved with no changes. The Arts Subcommittee Meeting #3 was rescheduled from September 22 to September 15, 2003. It will be held at the Municipal Auditorium.

The focus of the meeting was to review, discuss, refine and add to the preliminary objectives and policies for the Arts and Culture Element of the General Plan update. (*Note: The word "Strategy" was changed to "Policy" to be consistent with the direction of the rest of the General Plan Update.*) Following are the objectives and policies as revised by the Arts Subcommittee:

Guiding Principle

The Arts & Culture Element of the Riverside General Plan is guided by a commitment to the shared principle that arts and culture form the heart of a civil society and contribute to the high quality of life in Riverside by:

- Creating a cohesive sense of place;
- Projecting neighborhood identity and fostering neighborhood pride;
- Bridging language and cultural differences;
- Building linkages within and between communities;
- Enabling children to build self-esteem through artistic expression;
- Enhancing students' creativity, critical thinking and problem solving abilities that they can use in life;
- Attracting professionals to the community to live and work;
- Revitalizing deteriorating neighborhoods;
- Contributing to crime prevention;
- Enhancing entertainment, educational and recreational activities for residents and visitors;
- Providing real economic benefits to the City.

Objective AC-1: Strengthen Riverside's identity as the cultural and arts center for the Inland Empire.

Policy AC-1.1: Expand the City government's leadership role in support of the arts.

Policy AC-1.2: Collaborate on strong joint-use arrangements between the public and private sectors to promote Riverside's art and cultural events, attract new events, and develop more spaces for art and cultural events in the City.

Policy AC-1.3: Use City policies, incentives, land use regulations, and design guidelines to weave art into every aspect of life in the community. Incorporate art elements and cultural events into education, government, health, shopping, and business.

Policy AC-1.4: Use art in public places to enhance the image of Riverside and emphasize its distinctive character.

Policy AC-1.5: Develop an "Art in Public Places" program for new public and private development in the City to provide public art or spaces for visual or performance art.

Policy AC-1.6: Expand the location of visual and performance art into employment areas, such as the City's business parks and Justice Center.

- Policy AC-1.7: Identify opportunities for small event/performance space, live/work space and exhibit/gallery space for local artists.
- Policy AC-1.8: Establish a citywide transportation network of art facilities and events, such as an “Arts Bus” that runs between Downtown and the City’s college and universities, or a driving brochure of public art in the City.
- Policy AC-1.9: Build a City government culture that supports art by ensuring implementation measures related to arts and aesthetics are a part of all City functions (i.e., City Council, Public Works, Planning, Parks & Recreation, Police, etc.)
- Policy AC-1.10: Maintain ongoing analysis to demonstrate the economic benefits of arts for the community and better develop the business aspect of the arts. Focus on the nexus between the arts and economic development.
- Objective AC-2: Comprehensively promote and market Riverside’s art and cultural attractions.**
- Policy AC-2.1: Utilize municipal resources to package and publicize Riverside’s rich and diverse offerings of art and cultural facilities and programs.
- Policy AC-2.2: Aggressively market Downtown’s Cultural District as a regional, national, and international destination.
- Policy AC-2.3: Increase coordinated marketing of Riverside’s arts institutions and facilities.
- Policy AC-2.4: Capitalize on Riverside’s growth by marketing the arts to newcomers.
- Policy AC-2.5: Use Riverside’s art and cultural attractions to attract businesses and employees to Riverside.
- Policy AC-2.6: Increase marketing and outreach programs to Riverside’s residents to better educate the community about what Riverside has to offer.
- Objective AC-3: Capitalize upon the art and culture opportunities offered by the educational community.**
- Policy AC-3.1: Utilize municipal resources to help promote the strong and diverse art facilities and programs offered by the college and universities.

- Policy AC-3.2: Increase coordinated marketing of Riverside's higher education institutions.
- Policy AC-3.3: Collaborate on strong joint-use arrangements between the city and various educational institutions, and among educational institutions.
- Policy AC-3.4: Increase collaboration and partnering between private/non-profit art organizations and the facilities and programs available at the higher educational institutions.
- Policy AC-3.5: Continue to develop and support coordinated school district/city arts program with community centers, museums, libraries and schools.
- Policy AC-3.6: Establish programs where working artists act as mentors to students.
- Policy AC-3.7: Maintain ongoing analysis to demonstrate the direct correlation between the arts and improved test scores, attendance, and behavior in K-12 education.
- Objective AC-4: Celebrate the diversity of Riverside's neighborhoods and residents, using arts and cultural programs to build neighborhood identity and mutual acceptance.**
- Policy AC-4.1: Use public art and cultural programs to help support neighborhood identity and foster neighborhood pride.
- Policy AC-4.2: Continue to develop and support outreach programs that bring arts into the every area of the community to increase participation in the arts and broaden the reach of arts and culture.
- Policy AC-4.3: Involve and engage informal and formal neighborhood leaders in the arts to promote arts and culture throughout the community.
- Policy AC-4.4: Use community facilities (e.g., parks, schools, community centers, churches, senior centers, libraries) to increase opportunities for visual and performing arts throughout the City.
- Policy AC-4.5: Encourage and support a variety of art and culture to attract new and more diverse audiences, including the young people in the community.
- Policy AC-4.6: Use public art and cultural events as a means to help support, encourage and reflect ethnic centers that emerge throughout the City.

Next Steps:

Members of the Arts Subcommittee should review and refine these objectives and policies further if necessary, and bring back any additional comments to the next meeting on September 15th. In addition, Arts Subcommittee members can email their comments to Diane Jenkins at dijenkins@ci.riverside.ca.us.

The focus of the next meeting will be to brainstorm and discuss more specific implementation tools in support of the above objectives/policies. Several ideas/examples were brought up at the end of the July 14 meeting that could become part of the “Implementation Toolbox:”

- Use public art, in coordination with quality landscaping and lighting, at Riverside’s regional gateways, freeway corridors and Metrolink stations to strengthen the City’s identity as a cultural and arts center for regional visitors.
- Use City-owned spaces/property (e.g. freeway underpasses, utility boxes, etc.) as a canvas for public art.
- Take advantage of municipal resources, such as utility bills, to help get the message out to residents about art and cultural events going on in the City.
- Develop a more in-depth publication/magazine that focuses on the arts in Riverside.
- Recognize and publicize a different arts organization or facility every month as a means of promotion to the local community.
- Develop a tailored “Art in Public Places” program for new public and private development (e.g., require an art element, an in-lieu fee, or a space for art as part of new development).